

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for advertising comprising the steps of:

identifying, at a server,

~~delivering, from a server at a first time, a first electronic document including a first and second instance of an electronic advertisement, the electronic advertisement including, the first instance being in a compact display format, an expanded display format, and code a client device uses to transition the electronic advertisement from the compact display format into the expanded display format, the compact display format and including an associated expansion icon, the second instance being and an the expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option~~

~~, wherein the electronic advertisement is initially displayed to a user in the compact display format and is transitioned from the compact display format into the expanded display format upon a first user selection of the expansion icon associated with the first instance of the electronic advertisement;~~

delivering, from the server at a first time, the first electronic document including the electronic advertisement, the electronic advertisement initially displayed in the first electronic document in the compact display format;

receiving, at the server, a ~~second~~-user selection of one of the one or more menu options after the compact display format of the electronic advertisement has been transitioned ~~from the compact display format~~ into the expanded display format in the first electronic document; and

~~delivering, from the server at a second later time,~~

identifying a second electronic document including content from the referenced network location associated with the menu option selected; ~~and~~

including the electronic advertisement in the second electronic document ~~electronic~~

~~advertisement, wherein the electronic advertisement displayed with the second electronic document to the user is initially displayed in the expanded display format; and~~

~~delivering, from the server at a second later time, the second electronic document including the electronic advertisement,~~

~~whercin the delivering, from the server at a first time, receiving, including, and dclivering, from the server at the second later time are performed by one or more computers.~~

2. (Previously Presented) The computer-implemented method of claim 1, wherein one of the menu options includes a home menu option and further comprising:

receiving a selection of the home menu option; and

delivering the first electronic document including the electronic advertisement and enabing display to the user of the first electronic document in the ~~expanded~~ compact display format.

3. (Currently Amended) The computer-implemented method of claim 1, wherein the electronic advertisement comprises a morphing electronic advertisement ~~that includes instructions for interpreting user actions to enable an end user system to display the compact display format and the expanded display format.~~

4. (Previously Prcsented) The computer-implemented method of claim 1, wherein the first and second electronic document comprise web pages.

5. (Currently Amended) The computer-implemented method of claim 4, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document orand the electronic advertisement.

6. (Previously Presented) The computer-implemented method of claim 1, further comprising:

storing a price parameter value in association with the electronic advertisement; and

wherein the electronic advertisement comprises a target reference to an advertiser network location.

7. (Previously Presented) The computer-implemented method of claim 6, further comprising:

receiving a third user selection of the target reference, wherein performance is determined to have occurred upon receipt of the selection of the target reference.

8. (Previously Presented) The computer-implemented method of claim 6, further comprising:

receiving an indication of user activity associated with the expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.

9. (Previously Presented) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined period of time viewing the expanded display format.

10. (Previously Presented) The computer-implemented method of claim 8, wherein the user activity comprises the user request to view the expanded display format.

11. (Previously Presented) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the expanded display format.

12. (Previously Presented) The computer-implemented method of claim 1 further comprising:

associating a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.

13. (Currently Amended) The computer-implemented method of claim 12, further comprising:
enabling the user wherein, the user may to bookmark the electronic advertisement using the reference.
14. (Previously Presented) The computer-implemented method of claim 1, wherein the second electronic document comprises a document provided by the advertiser.
15. (Previously Presented) The computer-implemented method of claim 14, wherein the document provided by the advertiser comprises a web page from the advertiser's web site.
16. (Previously Presented) The computer-implemented method of claim 1, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.
17. (Previously Presented) The computer-implemented method of claim 16, further comprising:
receiving feedback information related to a user's purchase of one or more items.
18. (Currently Amended) An apparatus for delivering advertising comprising:
electronic advertisement identification means for identifying
an electronic advertisement output means for delivering at a first time a first electronic
document including a first and second instance of an electronic advertisement, the electronic
advertisement including the first instance being in a compact display format, an expanded
display format, and code a client device uses to transition the electronic advertisement from the
compact display format into the expanded display format, the compact display format and
including an associated expansion icon, the second instance being and an the expanded display
format comprising one or more menu options and a reference to a network location for retrieving
specified content associated with each menu option;
—, wherein the electronic advertisement is initially displayed to the user in the compact

display format and is transitioned from the compact display format into the expanded display format upon a first user selection of the expansion icon associated with the first instance of the electronic advertisement;

electronic advertisements delivering means for delivering, at a first time, the first electronic document including the electronic advertisement, the electronic advertisement initially displayed in the first electronic document in the compact display format;

selection receiving means for receiving a second user selection of one of the one or more menu options after the compact display format of the electronic advertisement has been transitioned from the compact display format into the expanded display format; and

delivery means for delivering at a second later time electronic advertisement identifying means for identifying a second electronic document including content from the referenced network location associated with the menu option selected; and

electronic advertisement including means for including the electronic advertisement in the second electronic document; wherein the electronic advertisement displayed with the second electronic document to the user is initially displayed in the expanded display format and the electronic advertisement delivering means delivering at a second later time, the second electronic document including the electronic advertisement.

19. (Currently Amended) The apparatus of claim 18, wherein one of the menu options includes a home menu option and wherein the selection receiving means receives a selection of the home menu option; and wherein the delivery means delivers the first electronic document including the electronic advertisement and enabling display to the user of the first electronic document in the expanded compact display format.

20. (Currently Amended) The apparatus of claim 18, wherein the electronic advertisement comprises a morphing electronic advertisement that includes instructions for interpreting user actions to enable an end user system to display the compact display format and the expanded display format.

21. (Previously Presented) The apparatus of claim 18, wherein the first and second electronic document comprise web pages.
22. (Currently Amended) The apparatus of claim 18, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document ~~and~~or the electronic advertisement.
23. (Previously Presented) The apparatus of claim 18 further comprising:
storage means for storing a price parameter value in association with the electronic advertisement; and
wherein the electronic advertisement comprises a target reference to an advertiser network location.
24. (Previously Presented) The apparatus of claim 23, wherein the selection receiving means receives a third user selection of the target reference, wherein performance is determined to have occurred upon receipt of the selection of the target reference.
25. (Previously Presented) The apparatus of claim 23, wherein the selection receiving means receives an indication of user activity associated with the expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.
26. (Previously Presented) The apparatus of claim 25, wherein the user activity comprises a predetermined period of time viewing the expanded display format.
27. (Previously Presented) The apparatus of claim 25, wherein the user activity comprises the user request to view the expanded display format.

28. (Previously Presented) The apparatus of claim 25, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the expanded display format.
29. (Previously Presented) The apparatus of claim 18, further comprising storage means that stores a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
30. (Currently Amended) The apparatus of claim 29, further comprising:
bookmarking means to enable wherein the user may to bookmark the electronic advertisement using the reference.
31. (Previously Presented) The apparatus of claim 18, wherein the second electronic document comprises a document provided by the advertiser.
32. (Previously Presented) The apparatus of claim 31, wherein the document provided by the advertiser comprises a web page from the advertiser's web site.
33. (Previously Presented) The apparatus of claim 18, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.
34. (Previously Presented) The apparatus of claim 33, further comprising feedback means for receiving feedback information related to a user's purchase of one or more items.
35. (Currently Amended) An apparatus for delivering advertising comprising:
a server performing operations comprising
identifying delivering at a first time a first electronic document including a first and second instance of an electronic advertisement, the electronic advertisement including, the first instance being in a compact display format, an expanded display format, and code a client device

uses to transition the electronic advertisement from the compact display format into the expanded display format, the compact display format and including an associated expansion icon, ~~the second instance being and an~~ the expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option

~~;~~ wherein the electronic advertisement is initially displayed to a user in the compact display format and is transitioned from the compact display format into the expanded display format upon a first user selection of the expansion icon associated with the first instance of the electronic advertisement;

delivering, from the server at a first time, the first electronic document including electronic advertisement, the electronic advertisement initially displayed in the first electronic document in the compact display format;

receiving, at the server, a ~~second~~-user selection of one of the one or more menu options after the compact display format of the electronic advertisement has been transitioned ~~from the compact display format~~ into the expanded display format;

delivering at a second later time

identifying a second electronic document including content from the referenced network location associated with the menu option selected; ~~and~~

including the electronic advertisement in the second electronic document, the electronic advertisement displayed in the second electronic document in the expanded display format electronic advertisement, wherein the electronic advertisement displayed with the second electronic document to the user is initially displayed in the expanded display format; and

delivering, from the server at a second later time, the second electronic document including the electronic advertisement.

36. (Currently Amended) The apparatus of claim 35, wherein one of the menu options includes a home menu option and further comprising:

the server performing operations comprising receiving a selection of the home menu option; and

delivering the first electronic document including the electronic advertisement and

enabling display to the user of the first electronic document in the ~~expanded~~compact display format.

37. (Currently Amended) The apparatus of claim 35, wherein the electronic advertisement comprises a morphing electronic advertisement ~~that includes instructions for interpreting user actions to enable an end-user system to display the compact display format and the expanded display format.~~

38. (Previously Presented) The apparatus of claim 35, wherein the first and second electronic document comprise web pages.

39. (Currently Amended) The apparatus of claim 35, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document ~~and~~or the electronic advertisement.

40. (Previously Presented) The apparatus of claim 35, further comprising:
a database system for storing a price parameter value in association with the electronic advertisement; and
wherein the electronic advertisement comprises a target reference to an advertiser network location.

41. (Previously Presented) The apparatus of claim 35, wherein the selection receiving module receives a third user selection of the target reference, wherein performance is determined to have occurred upon receipt of the selection of the target reference.

42. (Previously Presented) The apparatus of claim 35, wherein the selection receiving module receives an indication of user activity associated with the expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.

43. (Previously Presented) The apparatus of claim 42, wherein the user activity comprises a predetermined period of time viewing the expanded display format.
44. (Previously Presented) The apparatus of claim 42, wherein the user activity comprises the user request to view the expanded display format.
45. (Previously Presented) The apparatus of claim 42, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the expanded display format.
46. (Previously Presented) The apparatus of claim 35, further comprising a storage system that stores a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
47. (Currently Amended) The apparatus of claim 45, further comprising:
enabling the user wherein the user may to bookmark the electronic advertisement using the reference.
48. (Previously Presented) The apparatus of claim 35, wherein the second electronic document comprises a document provided by the advertiser.
49. (Currently Amended) The apparatus of claim 47, wherein the second electronic document provided by the advertiser comprises a web page from the advertiser's web site.
50. (Previously Presented) The apparatus of claim 35, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.
51. (Previously Presented) The apparatus of claim 49, further comprising a feedback module that receives feedback information related to a user's purchase of one or more items.

52. (Currently Amended) A method, comprising:

receiving at a server, from a publisher, a request for an advertisement to be included in a first electronic document associated with publisher;

delivering a first electronic document including content and a first instance of identifying
an electronic advertisement responsive to the request; the first instance of the electronic
advertisement including an associated expansion icon and being delivered in a compact display
format;

receiving a first user selection for the expansion icon associated with first instance of the
electronic advertisement;

delivering a second electronic document replacing the first electronic document, the second
electronic document including the content and a second instance of the electronic advertisement
including in an expanded display format, the expanded display format comprising one or more
menu options and a reference to a network location for retrieving specified content associated
with the electronic advertisement each menu option;

delivering, from the server at a first time, the electronic advertisement to be included in
the first electronic document;

receiving a second-user selection of one of the one or more menu optionsthe electronic
advertisement; and

delivering a thirdidentifying a second electronic document replacing the second
electronic document, the third electronic document including content from the a referenced
network location associated with the menu option selectedselected electronic advertisement; and

including the electronic advertisement in the second electronic documentsecond instance
of the electronic advertisement in the expanded display format; and

delivering, from the server at a second later time, the second electronic document
including the electronic advertisement;

wherein the delivering, from the server at the first time, receiving the user selection,

including, and delivering, from the server at the second later time, are performed by one or more computers.

53. (New) A computer-implemented method, comprising:

identifying, at a server, an electronic advertisement, the electronic advertisement including a reference to a network location for retrieving specified content associated with the electronic advertisement;

delivering, from the server at a first time, the first electronic document including the electronic advertisement;

receiving, at the server, a user selection of the electronic advertisement;

identifying a second electronic document including content from the referenced network location associated with the electronic advertisement;

including the electronic advertisement in the second electronic document; and

delivering, from the server at a second later time, the second electronic document including the electronic advertisement;

wherein the delivering, from the server at a first time, receiving, including, and delivering, from the server at the second later time are performed by one or more computers.